

C R O S S .

Luxury Collections



# CENTURY SIGNET COLLECTION



Cross luxury writing instruments and personal accessories are renowned for their distinctive style and superior quality. They have long been symbols of success and achievement, and have served to commemorate milestone accomplishments and memorable occasions for more than 160 years.

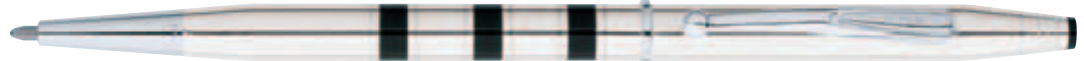
Blending the timeless appeal of our brand heritage with contemporary design, Cross is launching a collection of fine Cufflinks and Swiss Quartz Movement timepieces for Fall 2007. Combined with a select assortment of Jewelry-quality writing instruments, these products will be available to a select group of retailers. The quality, craftsmanship and style of these products makes an ideal assortment for fine jewelers.

**CROSS**

*Live well. Tell stories forever.*

## CENTURY® SIGNET COLLECTION

A timeless work of art pulled directly from the Cross archives, the Century Signet Collection embodies the smooth sophistication of the Art Deco era. The newest addition to the venerable Century silhouette, the Signet Ball-Point pen comes in Sterling Silver, Platinum-plated, 18K Gold Filled, and 18K Solid Gold (also available in pencil) – with the hand painted, inlaid black lacquer bands corresponding to the relative preciousness of the metal. A modern update of an historical icon.



Century® Signet Sterling Silver Ball-Point Pen



Century® Signet Platinum Plated Ball-Point Pen



Century® Signet 18K Gold Filled Ball-Point Pen



Century® Signet Solid 18K Gold Ball-Point Pen

AT0082-29	Sterling Silver Ball-Point Pen	\$90.00
AT0082-28	Platinum-Plated Ball-Point Pen	\$110.00
AT0082-27	18K Gold Filled Ball-Point Pen	\$130.00
AT0082-26	18K Solid Gold Ball-Point Pen	\$1200.00
AT0083-26	18K Solid Gold 0.5mm Pencil	\$1200.00
AT0081-26	18K Solid Gold Ball-Point Pen & 0.5mm Pencil Set	\$2400.00



# REGAL & MAHOGANY COLLECTIONS

## THE REGAL COLLECTION

The cool blue hues of the Regal Collection speak to its royal inspiration. Built off of the design elements of the Frosty Steel Apogee pen, the Regal Collection offers an updated take on several traditional designs. The hand-polished glacial blue lacquer on the cap and barrel shows through to the machine-engraved, cut-metal body of the smooth Apogee silhouette. The same cool hue and engraved body continues onto the stylish barrel-shaped design of the ocean blue cufflinks. Blue notes abound as well in the Swiss Quartz Movement timepiece, with the icy blue face anchoring a rich black leather band. An evening sky-shaded Swarovski® crystal adorns the crown, indicative of the bold yet refined styling of the Regal Collection.

**Apogee® Frosty Steel Selectip Rolling Ball Pen**  
Frosty Steel flaunts an engine-turned pattern layered in pale blue lacquer for a cool jewel-like luxury that's smooth to the touch. Selectip® Rolling Ball Pen #AT0125-6 \$120

**Signature Collection Frosty Steel Cufflink**  
Inspired by our signature hand-polished lacquers from our Apogee line. Enamel inset with Rhodium-plated frames. Toggle back. #AC162-2 \$50

**Paris Timepiece Cross Country Timepiece**  
Elegant and up-to-the-minute, our new men's timepieces inspired by the timeless style and exquisite finishes of our legendary pens. Stainless steel with sunburst-engraved cobalt dial, knurled crown with blue Swarovski® cabochon. Black waxed-leather padded strap with contrast stitching. 38mm. #WMAN42 \$125



## THE MAHOGANY COLLECTION

A rich, deep, sophisticated brown is the defining characteristic of the Cross Mahogany Collection. Often referred to as "*the new black*" in fashion circles, brown holds a place of reverence among the most versatile and timeless fashion hues. The Mahogany Collection puts a modern spin on this traditionalists' favorite color, leading with the popular Apogee Sable Herringbone lacquer pen. A cut-metal herringbone engraving pattern is overlaid with a luxurious sable brown hand-polished lacquer finish. This deep brown hue defines the barrel-shaped cufflinks, contrasting with the Rhodium-plated cap and posts. Capping it off is the impressive Swiss Quartz Movement timepiece bearing similar design hallmarks and the same lush brown that we see throughout the collection. Patterned engraving on the face is framed by the rectangular Stainless Steel casing—a collection befitting a man of true style.

**Apogee® Sable Herringbone Ball-Point Pen**  
Sable Herringbone etched with the classic suiting pattern, then layered in hand-polished brown European lacquer for incredible depth of color and a smooth jewel-like feel. Ball-Point Pen #AT0122-5 \$100

**Signature Collection Smoke Cufflink**  
Inspired by our signature hand-polished lacquers from our Apogee line. Enamel inset with Rhodium-plated frames. Toggle back. #AC162-3 \$50

**Manhattan Tank Cross Country Timepiece**  
Elegant and up-to-the-minute, our new men's timepieces inspired by the timeless style and exquisite finishes of our legendary pens. Stainless Steel with sunburst-engraved metallic brown dial, brown leather strap. 41mm x 29mm. #WMAL39 \$160



# EBONY & TUXEDO COLLECTIONS

## THE EBONY COLLECTION

Simple sophistication is the lasting legacy of the tasteful and timeless Ebony Collection. Led by the Apogee Black Star lacquer pen, available in Fountain pen, Selectip Rolling Ball pen, and Ball-Point pen technologies, the Ebony Collection blends casual understatement with sleek modernity. The tank-inspired design of the Stainless Steel Swiss Quartz Movement timepiece is smoothly interpolated with its small-link bracelet band. The etched metal pattern in the face affords a subtle frame for the calendar functionality, which leads nicely into the Swarovski® crystal housed in the crown. The rich black color and strong squared-off design plays through to the cufflinks, which boast a Rhodium-plated post and body, finished with a rich full-grain leather surface. The Ebony Collection's versatile styling and tasteful design lends a perfect balance of simple and chic.

### Apogee® Black Star Fountain Pen

Black Star Lacquer luminous as the nighttime city sky. In hand-polished European lacquer. Fountain Pen #AT0126-2 \$160

### Autocross® Collection Black Cufflink

Rhodium-plate frames rich leather insets that echo the colors and textures of our Autocross leather collection. Toggle back. #AC161-1 \$50

### Paris Timepiece Cross Country Timepiece

Elegant and up-to-the-minute, our new men's timepieces inspired by the timeless style and exquisite finishes of our legendary pens. Stainless-steel with sunburst-engraved metallic black dial, calendar, knurled crown with black Swarovski® cabochon. Stainless steel link bracelet. 38mm.

#WMAN40 \$175



## THE TUXEDO COLLECTION

Clean, stylish, and ever-relevant, the mix of engraved Rhodium-plated cap and hand-polished lacquer body of the Townsend Tango pen blends Cross's classic past with its runway-ready present. The understated black face of the accompanying Swiss Quartz Movement timepiece creates a fine backdrop for the glimmer of the stainless steel casing and bracelet, while the matching Rhodium-plated cufflinks take their design cues from the top of this ageless pen's iconic cap. The Tuxedo Collection brings black-tie elegance to everyday style.

### Cross Townsend® Black Lacquer Tango Selectip Rolling Ball Pen

Hand-polished black lacquer barrel and a rhodium-plated cap with retro inspired geometric engraving. Townsend Tango is ready for a night on the town. Black Lacquer/Engraved Rhodium-Plated Selectip Rolling Ball Pen #AT0045-7 \$125

### Conical Rhodium Cufflink

Takes its design cues from the iconic Cross Century conical pen top. Available in Rhodium-plate with enamel inset. Post back. Rhodium/Enamel #AC160-2 \$50

### Chicago Timepiece Cross Country Timepiece

Elegant and up-to-the-minute, our new men's timepieces inspired by the timeless style and exquisite finishes of our legendary pens. Satin-finished stainless steel with engraved satin-finished black dial, calendar, stainless steel link bracelet. 38mm. #WMAJ34 \$150

# LANDMARK & BENCHMARK COLLECTIONS

## THE LANDMARK COLLECTION

The new standard-bearer of the Cross pantheon, the Landmark Collection showcases the classic design of our Townsend Platinum-plated pen. Available in Fountain pen, Selectip Rolling Ball pen, or Ball-Point pen, the etched pattern on the pen's cap and barrel cuts and reflects light, creating a true standout piece. Clean, multi-faceted shimmer continues through the accessories in this collection, with engineered etching on the face of the stainless steel Swiss Quartz Movement timepiece, as well as a brilliant sparkling crystal placed in the hub of the stylish Rhodium-plated cufflinks making for a stunning display of shine. Timeless style with just enough flash to stand out, the Landmark Collection is a true classic.

**Cross Townsend® Platinum Plated Selectip Rolling Ball Pen**  
Exemplifying the Cross legacy of design elegance, it's distinguished by a sophisticated wide-diameter profile, double-band appointments and unparalleled writing ease. Platinum Plated Selectip Rolling Ball Pen #AT0045-1 \$175

**Conical Crystal Cufflink**  
Takes its design cues from the iconic Cross Townsend conical pen top. With enamel or crystal inset. Post back. Rhodium/Crystal #AC160-3 \$50

**Manhattan Tank Cross Country Timepiece**  
Elegant and up-to-the-minute, our new men's timepieces inspired by the timeless style and exquisite finishes of our legendary pens. Stainless steel with diamond-engraved, satin-finished dial, calendar, stainless steel link bracelet. 41mm x 29mm. #WMAL37 \$195



## THE BENCHMARK COLLECTION

The 10K Gold Filled/Rolled Gold Townsend is the lead item in the Benchmark Collection, and sets the tone with its graceful blend of casual and formal. One of the most widely recognized pens in the history of Cross, the elegant lines of its conical top served as the design inspiration for its matching cufflinks and the smooth styling of its leather-band timepiece. The embodiment of elegance, the Benchmark Collection is as timeless as it is sophisticated. Available in Fountain pen, Selectip Rolling Ball pen, and Ball-Point pen, and is accompanied by stunning 23K gold-plated Cufflinks and a Swiss Quartz Movement timepiece that bear the subtle design cues that make this a true classic.

**Cross Townsend® 10K Gold Filled/Rolled Gold Ball-Point Pen**  
Exemplifying the Cross legacy of design elegance, it is distinguished by a sophisticated wide-diameter profile, double-band appointments and unparalleled writing ease. 10K Gold Filled/Rolled Gold Ball-Point Pen #702 \$120

**Conical Gold Cufflink**  
Takes its design cues from the iconic Cross Townsend conical pen top. Available in 23-Karat Gold Plate with enamel inset. Post back. Gold/Enamel #AC160-1 \$50

**Chicago Timepiece Cross Country Timepiece**  
Elegant and up-to-the-minute, our new men's timepieces inspired by the timeless style and exquisite finishes of our legendary pens. Gold-plated with engraved silver dial, croc-embossed black leather strap. 38mm. #WMAJ36 \$100





# CROSS LUXURY COLLECTION MERCHANDISING TOOLS



Presentation tools for the Cross Fine Jewelry Collection include exquisite merchandising pieces to help our product stand out in-case. These pieces include a dignified platform for this prestigious product, allowing the collections to truly shine as the fine jewelry-quality accessories that they are. In the center, Signet will be featured on a Velvet Pillow display in a rich chocolate brown.

Additionally, we have customized a merchandising solution for our Pen/Timepiece/Cufflink collections which provides a seamless presentation across three diverse product lines. Each accessory we develop is based on an existing corresponding pen design, and the collections will be merchandised as such. Townsend pens and Apogee pens and their respective timepieces and cufflinks will be housed on separate, stacked tray displays. Each timepiece will be featured on a display stand and cuff which lends a nice vertical presentation to these impeccable Swiss Quartz Movement timepieces. In front of each timepiece will rest the cufflinks that accompany it, with the corresponding pens in the tray on the bottom shelf. This presentation shows the fluidity with which these products were designed, and helps display them as true collections, thus aiding in effective cross-selling of all pieces.

# CROSS®

*Live well. Tell stories forever.*